



**Brookstreet Hotel Wins Gold
in Ontario Tourism Industry Awards of Excellence**
Award-winning Casting Team Scores Employee Attraction & Retention Award

Tuesday, November 09, 2010 – OTTAWA: Brookstreet’s Casting (HR) team scores yet another win with the recent recognition of its exceptional employee attraction and retention programs. Celebrating excellence and innovation, the coveted Ontario Tourism Industry Association of Ontario (TIAO) Summit award recognizes the province’s top tourism organizations. Brookstreet Hotel took home the Gold award for a business that has developed an innovative approach to recruiting new employees as well as minimizing staff turnover.

As of opening day on June 1, 2003, new partners (employees) at the four-diamond hotel participated in an energizing and experiential two-day orientation program. This program continues to be very successful and well received; however as the volume of new hires decreased it could take up to two months before there were enough partners to facilitate an effective orientation program. As a result, new partners would not get a proper introduction into the Brookstreet culture. To address this issue, Chantal Smitheram, Brookstreet’s Casting Director, designed an innovative three-hour orientation program in 2009, entitled “*Welcome On Board*” that all new partners would attend on their first day. Partners would then attend the extensive two-day “*Be on Board*” training program within their first 60 days to further enhance their integration into the culture and expand on their service skills.

Executive Vice-President Patrice S. Basille hand-selected Chantal over seven years ago to form the foundation of Brookstreet’s Casting team and is very proud of the many accomplishments that she and her team have achieved over the years. He commented that: “*The Welcome On Board*” program establishes positive first impressions reducing the time for partners to become comfortable. This increases their productivity and creates a sensational experience for our guests.” Smitheram adds: “This approach dovetails perfectly into the communication model supported by Brookstreet which is based on positive feedback and positive ideas to enhance corporate culture and performance. We invest 65-75 hours of training per new employee within the first 30 days of employment.”

Brookstreet has measured guest satisfaction since opening the 276 room resort seven years ago. Its Guest Service Index (GSI) scores over the past 7 years indicate that 97% of Brookstreet guests would return or recommend the hotel to others as recorded on the survey. These results would not be possible without well trained and engaged partners. The investment made into each employee ensures that they have the knowledge and support to maintain the GSI scores; meet or exceed the high standard of service that is expected by Brookstreet guests; and drive the positive reviews about Brookstreet that are posted on hotel and travel websites by guests.



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About Brookstreet

Brookstreet is Ottawa's leading four-diamond hotel with world-class facilities, including the four-diamond Perspectives Restaurant, The Marshes championship golf course and full-service Au Naturel Spa. Since opening in 2003, Perspectives Restaurant is the proud recipient of the Wine Spectator Award of Excellence as well as the Four-Diamond Award from CAA/AAA. In addition to human resources awards earned from TIAC (Tourism Association of Canada) and HAC (Hotel Association of Canada), our most recent accomplishment was being named "One of Ottawa's Top 10 Employers" by an independent selection committee for The Employees' Choice Awards (ECA) program in October 2009. For more information about Brookstreet, see: www.brookstreet.com.

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